



Food and Agriculture
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National report on GI protection in Georgia 2021

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Legal Framework of GIs Protection (1)

- 1999, Law on AOs and GIs Protection – Sui-Generis system in line with EU standards
- Two types of protection – AOs and GIs
- Applicant – producers group, public authority
- Application includes: product specification (description of product, production method, geographical area of production, linkage of product quality, reputation or other characteristics with the geographical area)
- Protection needs - direct registration or protection through international instruments
- GI takes precedence over TM
 - forbidden to use registered GIs in TM;
 - coexistence of GIs with previous TMs,
 - refusal of GI registration due to the renown and duration of use TM

Legal Framework of GIs Protection (2)

- For GI usage the product must meet the GI specification
- Wide scope of protection (misuse, imitation, exploitation of reputation, forbidden: style, method, translation etc.
- Provides for control for certification purposes and market control
- Violation of GI rights leads to Civil, criminal and administrative liability
- Duration of GI protection is unlimited
- Protection abroad – Lisbon agreement; bilateral agreements – EU, Swiss Confederation, Great Britain, Ukraine, national registrations
- Accession to the Geneva Act is pending

Sectoral Potential

- Georgia is distinguished by variety of agro-climatic conditions (from subtropics to snow mountain) favorable for production of the variety of origin linked (terroir) quality products.
- Identified more than 150 potential GI products (wines, fruits, vegetables, tea, honey, meat etc.) By now 55 AOs and GIs are registered.
- The government has launched special projects to support gardening farmers. Due to them the quality, volume and export of Georgian fruits (peaches, apples, tangerines, hazelnuts etc.) is increased.
- At this stage, under consideration is the creation GIs for peaches from Gurjaani region, apples from Gori and tangerines from Kheta. Protection of some unique wines and regional wines of the Western Georgia is also on the agenda.
- If at initial stage of GI protection system functioning the applicants were state bodies, now more and more farmers and producers are gathering in groups that become GI applicants.

Market Issues

- GI protection system is recognized as an effective tool for assessing the quality of products and their successful domestic and international market.
- Over the last decade the export of Georgian GI wines and mineral waters is increased several times, number of imported countries surpassed 50.
- GI cheeses are mainly sold on the national market, with a few minor exceptions.
- GI products are used on the market:
 - the services of special distribution companies headquartered in Georgia or in the imported countries;
 - cooperation with commercial networks;
 - direct contacts of producers with end users – shops and restaurants.
- Currently, Internet-based tools for advertising and selling Georgian wines and mineral waters have become widespread.
- Wine roads system are also successfully used for product market purposes.
- Several special exhibitions and fairs of existing and potential GI products have been organized in Georgia, recent years.

Role of FAO

- Georgia has been successfully cooperated with FAO on GIs protection for a long time, that gave various beneficial results for country.
- It is known that functioning of GI protection system mostly revolves around its two pillars: GI product specification and control for certification purpose.
- At the moment, the GI control system works more or less effectively for wines, but in fact does not operate for other agricultural products.
- At the moment, it is highly desirable for FAO to participate in issues such as to develop the GI control system, create specifications for some promising products, and help producers' groups in foundation and manage associations.

Thank You for attention

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